



POLAROID  
COLOR FILM  
IS HERE!



POLAROID LAND COLOR FILM IS NOW AVAILABLE!

Now you can snap the shutter, pull the tab, wait 50 seconds and lift a beautiful color print right out of the back of your camera. It does not even have to be coated like the black-and-white film you have been using. It is completely finished, the vivid colors sealed in a tough layer of plastic.

You can get the first rolls of this new film at your dealer now. Here are the details:

WHAT?

Polaroid Land Color Film called Polacolor comes in two sizes, Type 48 which fits the larger Polaroid Land Camera models and Type 38 which fits the smaller models. The film speed is in the range of 50 to 100 (A.S.A. equivalent). It varies somewhat with the temperature, but for an average indoor picture, or an outdoor picture on a warm day, the speed is about 75. Development time is 50 seconds. There are six pictures to a roll. Type 38 Film may not be available at the outset but will be in the stores shortly.

WHERE?

Go to the camera dealer who sold you your camera. If this is not possible, try any authorized dealer who sells both Polaroid Land cameras and film. Dealers are being allocated film during the initial distribution on the basis of the number of Land Cameras they sold during the last 18 months.

WHEN?

The fact that you have received this mailing means that Polaroid Land Color Film is now in the stores of authorized dealers in your state. It may not be available in neighboring states, but will be soon.

HOW MUCH?

Polaroid Corporation does not have suggested list prices for its products (except for those few items that are available directly from Polaroid as well as through dealers). Retail prices are determined by the dealer. As an indication of its price, the cost of a roll of the new color film to the dealer is a little over twice that of black and white.

WHICH CAMERAS?

The new Polacolor Film can be used in every Polaroid Land Camera ever manufactured, *except Models 80, 80A and 80B*. These cameras must be modified at the factory before they can take color pictures (see below.)

Inexpensive accessories are needed with the other cameras and vary according to model. See the text below and the chart on the back page for detailed information about your camera and what it needs to make color pictures.

THE STARTER PACK

As Polacolor Film is introduced in each state, it will be available in single rolls and in a special Starter Pack consisting of two rolls of film, a set of cutter bar "teeth" needed for all cameras, and color picture-taking instruction sheets for all camera models.

Because the new film will be in short supply for a considerable period of time (probably until Summer, 1963) we feel it is important that each new user have at least two rolls at the beginning to get well acquainted with it. He will be learning with the first roll, and the second roll will give him a chance to collect some more pictures that benefit from the techniques he has learned.



If you do not wish to buy the Starter Pack and prefer a single roll of film instead, be sure to buy a set of cutter bar teeth and ask your dealer for the special color picture-taking instruction sheets. If he does not have them, you may order them from Customer Service, Polaroid Corporation, Cambridge 39, Mass. Send 50¢ and the model number of your camera. When writing, tell us the model number on your flashgun or wink-light and we will send you a free flash guide for color film that will attach to your camera or reflector.

COPIES AND ENLARGEMENTS

Beautiful color copies and enlargements up to 8 x 10 inches are available from Polaroid Copy Service. An order envelope showing all prices is enclosed with each roll of film.

Note: color copies cannot be made in the Polaroid Print Copier.

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CAMERA MODEL	FILM TYPE	NECESSARY ACCESSORIES	FLASHGUNS AND BULBS for indoor pictures	RECOMMENDED ACCESSORIES
95	48	Cutter-bar "teeth" # 274	# 200, 201, 202 use Press 25B (blue)	
95A, 95B, 700	48	# 274 or 274L*	# 200, 201, 202, 203, 240 use Press 25B (blue)	Timer # 120
110	48	# 274	wink-light # 252 and Flasher uses AG-1B (blue) # 221, 222 use Press 25B (blue) wink-light # 251 and Flasher uses AG-1B (blue)	Polaroid Exposure Meter # 625 or other Polaroid meter
110A, 110B, 120, 800, 150, 160	48	# 274 or 274L*	wink-light # 250 and Flasher uses AG-1B (blue) # 281 uses Press 25B (blue)	
850, 900	48	# 274 or 274L*	wink-light # 250 and Flasher uses AG-1B (blue)	Timer # 120
J66	48	# 274L		
J33	38	# 273L # 330 Color Adapter Kit**	J-5 Flash Reflector uses M3 (white)	
80, 80A, 80B	38			

\*\*both versions are packed together  
\*\*contains Electric Eye Adapter, UV Filter, J-5 Flash Reflector  
Items underlined are not currently available  
Note: the Polaroid Print Copier and the #440 and #440A Electric Eye Shutter cannot be used with color film.

A GUIDE TO PICTURE TAKING WITH POLAROID POLACOLOR LAND FILM



## ACCESSORIES

Since the base of Polacolor Film is tougher than that of black-and-white, the cutter bar teeth are needed to tear off the tab after each picture. As explained above, these teeth are available from your dealer — either in the Starter Pack or separately. Cutter bar teeth #274 (for non-locking cutter bars) and #274L (for locking cutter bars) fit the larger Land Camera models. The #273L fits Model J33. The Models 80, 80A and 80B will have teeth notched in the cutter bar at the factory. Note: a few Land Cameras manufactured late in 1962 have these teeth built into the cutter bar, hence this accessory is not needed for them.

**MODELS J66 AND J33 CAMERAS** There is a special Color Adapter Kit for each of these camera models. Each kit contains a plastic cover or “blind” which adapts the electric eye of the camera for the slower speed of color film; a special ultra-violet (UV) filter which improves color quality; and a J5 flash reflector which fits right over the built-in flashgun on the camera and makes it possible to use the more powerful M-3 (white) bulbs needed for the slower speed of color. Both the blind and the reflector are easily removed for black-and-white pictures. The UV filter should not be removed. It should remain permanently in place for black-and-white as well as color pictures.



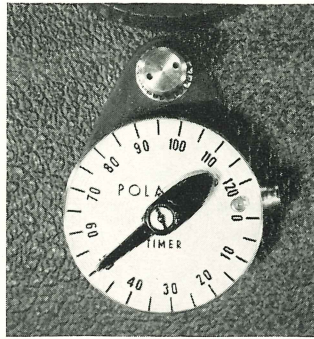
The Color Adapter Kit #660 is for J66 Cameras, the #330 Kit for J33 Cameras.

(See your dealer for these particular accessories. If for some reason they are not readily available, they may be purchased directly from Customer Service, Polaroid Corporation, Cambridge 39, Mass. The cutter bar teeth are 50 cents, the J66 and J33 Adapter kits are \$4.50 each. Be sure to indicate your camera model.)

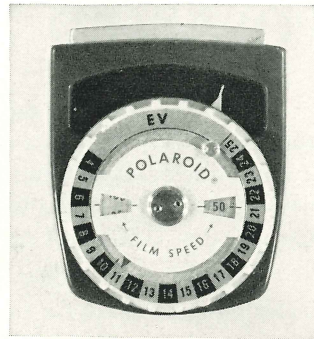
## OPTIONAL ACCESSORIES

**POLAROID TIMER #120** This is very useful for the longer development time of color film — 50 seconds in most cases. It attaches right to the camera (except in the case of the J33 which has no tripod socket). You set it to the desired time, pull the tab and press a button on the timer. When it stops buzzing, your picture is ready.

**POLAROID EXPOSURE METER #625** Correct exposure is very important with color film. If your camera does not have an electric eye, this meter could easily pay for itself by preventing incorrectly exposed pictures. It clips right on the camera and gives accurate readings over a wide range of light. You simply point the meter at the scene, read a number, and then set that number on your camera.



Polaroid Timer #120



Polaroid Exposure Meter #625

**POLAROID FLASHGUNS #281 AND #202** Most Land Camera owners have either a Polaroid Flashgun or a wink-light with an auxiliary Flasher. They can be used with the new Polacolor Film. If you do not have one, these flashgun models are currently available. Both use Press 25B (blue) bulbs for color. Model #281 fits those camera models that fire through the “shoe” connection at the top of the camera. Model #202 fits cameras that require a connecting cord, with the exception of the original Model 110.

## MODELS 80, 80A and 80B

When these cameras were manufactured, the color film program was far from its final stages, and we did not know what the final mechanical requirements for the new film would be. As the film reached its final form, we did everything possible to make it work in all existing cameras. We were successful with all cameras except the Models 80, 80A and 80B. These cameras need modification at the factory before they can use the new Polacolor Film. The cost for this work is \$15.95. (After conversion, you may, of course, use the camera with the black-and-white film you have been using, as well as with Polacolor Film.)

If you would like your camera converted, here's what you should do:

1. See your dealer and he will sell you a reservation on our waiting list for one dollar. This will be in the form of a card to be mailed back to us. The sooner we receive your reservation card, the sooner we will call for your camera for conversion.

Or, if you prefer, you may send your dollar directly to Camera Conversion, Polaroid Corporation, Box 500, Cambridge 39, Massachusetts. Your name will then be put on our reservation list. *Be sure to include your name, address, city, state and the serial number of your camera with your dollar.*

2. When your card comes up in the reservation system, we will mail you a special container for your camera. You should mail us the camera in this box together with the balance due of \$14.95.

This reservation system means that you can keep your camera to make black-and-white pictures until just before we are ready to convert it. It will be converted and shipped back to you in the shortest possible time.

The first cameras will start through the conversion line about June 15th. We will not call for any cameras for conversion from a particular state until Type 38 film is on sale in that state. *Do not send your camera prior to receipt of the special shipping carton from us.*

110, 110A, 110B, 120, 160. Insert the address panel in a stamped envelope and mail to: Polaroid Corporation, Box 100, Cambridge 39, Massachusetts. Remember — *you must return the panel on this mailing with your camera model number if you want to continue on our mailing list.*

(A reminder: Polaroid Corporation does not keep a record of the serial number on your camera. This would be a good time for you to make certain you know the serial number and to put it in a safe place for reference in the event your camera is lost or stolen.)

## CUSTOMER SERVICE

If you have any questions whatsoever about color film or the pictures you take with it, you should write to Customer Service, Polaroid Corporation, Cambridge 39, Mass.

For personal instruction and information, note that trained personnel will be on duty in each of our regional distribution offices *after* color film has been introduced in the state where it is located. Below is a list of these offices, and you are welcome to visit any of them after color film is marketed in the area. We would like to see your pictures and give you all the assistance we can.

<b>CALIFORNIA</b> 333 West Mission Drive San Gabriel, California Tel: AT 9-4205 Area Code: 213	<b>MASSACHUSETTS</b> 119 Windsor St. Cambridge, Mass. Tel: UN 4-6000 Area Code 617
<b>GEORGIA</b> 1325 Logan Circle, N. W. Atlanta, Ga. Tel: 355-1711 Area Code: 404	<b>OHIO</b> 4640 Manufacturing Rd. Cleveland, Ohio Tel: 252-7600 Area Code: 216
<b>ILLINOIS</b> 2041 North Janice Ave. Melrose Park, Ill. Tel: MU 1-1220 Area Code: 312	<b>TEXAS</b> 8919 Diplomacy Row Dallas, Texas Tel: ME 1-9500 Area Code: 214

*New Polacolor Film performs brilliantly in a wide variety of light situations — from bright sun (top pictures) to hazy day (lower left). Note the lifelike skin tones in both sunshine and shade.*

